

# The Rugby Championship - Round-Robin - Argentina vs Australia

DATE: Saturday, September 6, 2025  
LOCATION: Townsville, AU

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## Event Description

The Rugby Championship - Round-Robin - Argentina vs Australia is a premier sports event in Townsville. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** sports

**Importance Rank:** 75/100

**Expected Attendance:** 18,009 people

**Event ID:** HU3HFxrdDpCPWzurJN

## Hotel Demand Indicators

**ADR Impact Index:** 7.9x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 7,204 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*

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